

## **Doorstep Grow Up Great:**

Over the last 18 months, Inspiring Healthy Lifestyles has worked very closely with Cannock Chase Children's Centre, Libraries and key services to develop an initiative for local families called Grow Up Great. This initiative was commissioned by Chase Better Health, the Cannock Chase Commissioning Prospectus. The overall aim was to develop a new infrastructure and mechanism to address the intervention gaps and barriers to food and nutrition and physical activity for 0-5s within community assets. The results of a consultation and mapping exercise highlighted how local families were unsure where to find out key information and wider evidence showed barriers to accessing key services. The Grow Up Great initiative promotes 'fun ways to family health' by being an overall brand/ ethos that organisations working with children aged 5 and under, can promote their services/ activities. It acts as a 'one stop shop' for families needing information, through a 'stealth health' approach. The website can be found at [www.growupgreat.co.uk](http://www.growupgreat.co.uk). Grow Up Great has also brought services together at local district events such as a launch party in February 2017, where over 500 people celebrated the launch of the website. This provided an excellent opportunity for services to promote their offer in a fun way and engage with local families. Organisations also came together under the Grow Up Great banner and delivered the early years provision at Hednesford Festival where over 5000 visitors were in attendance.

For 2017 – 18, Cannock Chase Children's Centre has highlighted a number of SMART priorities within its Performance Management Framework. One of these priorities includes, 'Decrease reception age obesity in Cannock North & Cannock South from **42.5%** to **35%** by April 2020'. This funding application wishes to support this target by piloting a new initiative in the Cannock North and South areas. Inspiring Healthy Lifestyles and Cannock Chase Children's Centre will work in partnership with libraries and other key partners to develop this new initiative.

As mentioned previously, Grow Up Great provides an excellent opportunity to engage with local families and helps to remove barriers to accessing services. This funding will enable Inspiring Healthy Lifestyles, Cannock Chase Children's Centre and Cannock Library to run Grow Up Great Doorstep activities, in community assets in the heart of Cannock North and South. The Cannock North event will support West Chadsmoor Family Centre's Rainbow Café at Chase Baptist Church and the Cannock South event will take place over February half term at a key community asset such as Longford Social Club, Bridgtown Social Club or church hall. The events will be based on healthy lifestyles, and local families will be able to experience fun, healthy activities that are on their doorstep. It will provide the opportunity for support services such as Cannock Chase Children's Centre, Barnardos, Staffordshire County Council initiatives such as Think 2, healthy eating activities provided by West Chadsmoor Family Centre, local arts and crafts providers, as well as a fun physical activity session provided by Inspiring Healthy Lifestyles, to engage with local families in their own community.

This event will target Cannock North & South families with children aged under 5, and provide a signposting opportunity into other services. As part of this event, a pack will be created that will reinforce the Grow Up Great brand and will contain literature from services/ organisations coming together under the one banner.

As well as running events in these areas, Inspiring Healthy Lifestyles and Cannock Chase Children's Centre will work with DWP and CESS. Using 'Live Birth Data' new parents in these two wards CESS will visit new parents to encourage them to attend the event. In the new packs a free 'Grow Up

Great' pass will be provided which will allow free entry into Chase Leisure Centre to access post natal fitness sessions during March.

These passes will provide us with a method to measure take up of activity, and ensure sustainable exit routes. To promote this idea, March will become 'Grow Up Great' month at Chase Leisure Centre. Cannock Chase Children's Centre and Inspiring Healthy Lifestyles will also work with other services to provide the opportunity for new parents to meet key early years professionals/ services over the month at Chase Leisure Centre as part of 'Grow Up Great' month.

During March, Inspiring Healthy Lifestyles will pilot a new activity addressing the gaps in provision for families with children aged 2 – 5. A new physical activity session will be run for free to assess needs and content. The session will also allow for the collection of data required by Cannock Chase Children's Centre and to encourage membership of the Centre and library. This initiative will also be supported through any marketing/ social media on all Inspiring Healthy Lifestyles channels and Children's Centre Facebook pages and library social media. This new activity will be showcased at the local doorstep events to encourage attendance.

To summarise the project will work on the following basis:



This project allows the development of new wellbeing opportunities in the heart of priority Cannock Chase district wards as well as signposting to key services and activities to ensure sustainability. It also supports Staffordshire County Council outcomes:

- Being healthier and more independent
- Feeling safer, happier and more supported in their community